

What is claimed is :

1 1. A method for promoting a product or service comprising the steps of:

2 a) identifying a first sponsor;

3 b) identifying a first product or service;

4 c) identifying a second sponsor;

5 d) identifying a second product or service;

6 e) designing an interactive cross-branding promotion; and

7 f) implementing an interactive cross-branding promotion.

1 2. A method for promoting a product or service according to claim 1 wherein said first
2 sponsor is a primary or secondary sponsor.

1 3. A method for promoting a product or service according to claim 1 wherein said second
2 sponsor is a primary sponsor.

1 4. A method for promoting a product or service according to claim 1 further comprising the
2 steps of:

3 a) identifying a third sponsor.

1 5. A method for promoting a product or service according to claim 4 further comprising the
2 steps of:

3 a) identifying a third product or service.

1 6. A method for promoting a product or service according to claim 4 wherein said third
2 sponsor is a primary sponsor.

1 7. A method for promoting a product or service according to claim 4 wherein said third
2 sponsor is a secondary sponsor.

1 8. A method for promoting a product or service according to claim 4 wherein said third
2 sponsor is a tertiary sponsor.

1 9. A product or service promotion comprising:
2 a first sponsor;
3 a first product or service;
4 a second sponsor;
5 a second product or service;
6 an interactive presentation promoting said first product or service; and
7 an interactive presentation promoting said second product or service;
8 wherein said first product or service is related to said second product or service.

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1 10. A product or service promotion according to claim 10 further comprising:
2 a third sponsor;
3 a third product or service; and
4 an interactive presentation promoting said third product or service;
5 wherein said third product or service is related to either said first product or service or
6 said second product or service.

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1 11. A method of promoting a product or service comprising the steps of:
2 a) presenting a first interactive presentation to a consumer;
3 b) receiving input from said consumer [concerning said first interactive
4 presentation];
5 c) presenting a second interactive presentation to said consumer, said second
6 interactive presentation being related to said first interactive presentation;
7 d) receiving input from said consumer [concerning said second interactive
8 presentation].

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1 12. A method according to claim 11, further comprising the steps of:
2 a) presenting a third interactive presentation to said consumer, said second
3 interactive presentation being related to said first interactive presentation or said second
4 interactive presentation;
5 b) receiving input from said consumer [concerning said third interactive
6 presentation].

13. A method according to claim 11 wherein

said first interactive presentation promotes a first product or service and said second interactive presentation promotes a second product or service; and

said first interactive presentation is related to said second interactive presentation in that said first product or service can be used in conjunction with said second product or service.

14. A method according to claim 12 wherein

said first interactive presentation promotes a first product or service, said second interactive presentation promotes a second product or service and said third interactive presentation promotes a third product or service; and

said third interactive presentation is related to either said first interactive presentation or said second interactive presentation in that said third product or service can be used in conjunction with either said first product or service or said second product or service.

1 15. A system for promoting a product or service comprising;
2 means for presenting a first interactive presentation to a consumer
3 means for receiving input from said consumer [concerning/in response to said first
4 interactive presentation];
5 means for presenting a second interactive presentation to said consumer, said second
6 interactive presentation being related to said first interactive presentation;
7 means for receiving input from said consumer [concerning/in response to said second
8 interactive presentation].
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